



**BUSINESS
SCIENCE
INSTITUTE**

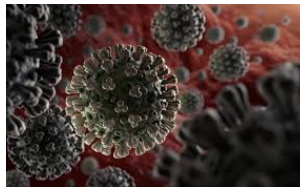
**N° 81
April
2020**



NEWSLETTER

The Business Science Institute's response to the health crisis - Impact of the Executive DBA - Alumni - New members of Faculty - Interview of the month - Award - Certification - Communication - Publications - Videos - Resource - Admissions - Agenda - Management research news

The Business Science Institute's response to the health crisis



In the current context of the global COVID-19 health crisis, the [Business Science Institute](#) has taken the following short-term decisions:

- The switch to an online delivery format for the 9 days of seminars scheduled for the months of March and April for the Paris, Geneva and Frankfurt cohorts.
- Open access for all students to the Cairn platform and a reminder sent out concerning access to [EBSCO](#) and [ScholarVox](#).
- All professors have been asked to contact their doctoral candidates to review their situation.

Given that the crisis is likely to call into question the way organisations are managed, several research projects have already been launched to enable our community to contribute to the creation of knowledge that will generate impact:

- We have contacted our professors and doctors who have already written a book to ask if they would be interested in contributing to a collection of chapters on the impact of the COVID-19 virus on management practices. More than twenty professors immediately answered the call.
- An online questionnaire on the impacts of the crisis is currently being put together.

- A call for contributions was also sent out to 200 doctors and doctoral candidates for 1-page essays on the impact of the crisis on their organisations.



Professor [Michel Kalika](#)
Président of the [Business
Science Institute](#)

A handwritten signature in black ink, appearing to read 'M. Kalika'.

IMPACT OF THE EXECUTIVE DBA



Jean-Christophe Bogaert

Director of strategy at Cybelle, a private holding company under Belgian jurisdiction and essentially working in the chemicals industry, [Jean-Christophe Bogaert](#) is a [Business Science Institute](#) graduate from the [Geneva Cohort n° 3 \(2015-2018\)](#). His thesis was supervised by Professor [Caroline Mothe](#): *Organizational ambidexterity for medium-sized firms in a context of growing uncertainty*, and presented at Wiltz on 27 September 2017.

Aline: What impact has the Executive DBA had on your life?

Jean-Christophe Bogaert: Above all, it was a great personal satisfaction. Firstly, because I achieved the objective I set myself, just like an athlete who wins the medal they wanted so much or the mathematician who successfully demonstrates a crafty theorem, or the engineer who solves a major technical problem. But I also felt like an explorer coming back from an expedition, their mind full of new landscapes and new faces, because the research work leading to the DBA award is like both a challenge and the discovery of new horizons. I also felt satisfied because becoming a Doctor offers you a 'certain credibility' in both senses of the term!

Aline: And on your family?

Jean-Christophe Bogaert: You can't hide from the fact that undertaking a doctoral thesis in parallel to a busy job is a long and difficult venture, not so much for you personally but for your family and friends. At the same time, it's a venture that indeed involves the whole family. It requires patience and understanding from both sides, but can be experienced as a joint project that strengthens your ties rather than weakening them.

Aline: And on your career?

Jean-Christophe Bogaert: After 28 years in the same company, last year I decided to change employers approximately 18 months after completing my DBA. Although there is no direct link between these two events, I can't help thinking that the qualification added to the quality of my profile because, apart from being relatively rare on the job market, it demonstrates the ability to carry out original work over time whilst following an executive-level career path in industry. It probably shows that you are obstinate (in the positive sense of the term) but also open-minded and hard-working. Furthermore, my thesis research topic was linked to strategic thinking in SMEs working in uncertain contexts, which fits quite well with the current context and also with my new role as Director of Strategy in a holding company with interests in various medium-sized companies (from several employees to several thousand).

Aline: And on your way of thinking?

Jean-Christophe Bogaert: Writing a DBA thesis enables you to step back from your day-to-day work and helps you reflect. It's both an excellent way to satisfy your intellectual curiosity and to tread on unknown shores (in particular the management theories that are often unknown to managers themselves!) thus strengthening your management culture and developing your open-mindedness.

In addition, the values of humility, honesty and objectiveness required to create knowledge like you do when writing a doctoral thesis, as well as the rigour required to complete it, are all very useful for a practising manager.

Aline: What have you taken away from this experience?

Jean-Christophe Bogaert: A huge feeling of satisfaction from an intellectual perspective and also from a human one. From an intellectual perspective for all the reasons already mentioned above, and from a human perspective for the encounters I made and the circle of relations I was able to develop offering insights into different areas of activity to the ones I generally practice (in this case the academic world).

Aline: If you had to give our doctoral candidates one piece of advice, what would it be?

Jean-Christophe Bogaert: I could offer lots of practical advice, and the [Business Science Institute](#) does exactly that thanks to the training seminars and the meetings organised between candidates and Doctors. But if I were to offer just one personal piece of advice it would be to encourage candidates to enjoy the journey just as much as the destination. Whilst the degree qualification itself gives you lots of satisfaction, the seminars, meetings, lectures, exchanges, writing up the thesis and even the viva will give you just as much pleasure in the end!



INVITATION





Table Ronde

Le Centre Africain de Management et de Perfectionnement des Cadres (CAMPC) et le Business Science Institute du Luxembourg sont heureux de vous convier à la table ronde sur le thème :

UN MANAGER PEUT-IL CRÉER DE LA CONNAISSANCE ?

 Jeudi 19 Mars 2020

 Maison des Entreprises (CGECI) PLATEAU

 09H00 - 12H00

INTERVENANTS

Pr. Michel KALIKA
Professeur émérite
IAE-Lyon School of Management,
President
du Business Science Institute

Pr Joseph P. ASSI-KAUDJHIS
Professeur des Universités,
Directeur Général du CAMPC

Managers-docteurs
Dr. Able, Dr. Azaoua Silimane,
Dr. Ba, Dr. Dabire,
Dr. Fall, Dr. Faye, Dr. Gakou,
Dr. Hien, Dr. Kone, Dr. Mamane,
Dr. NDri, Dr. N'Guessan

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Due to the exponential development of the COVID-19 health crisis, the round table event on knowledge creation by managers organized by the [Business Science Institute](#) and the Centre Africain de Management et de Perfectionnement des Cadres (CAMPC), initially scheduled for 19 March has been postponed to a later date.

Watch the video below of Professor [Michel Kalika](#)'s explanations behind this decision.

[Watch the video](#) (in French)

Vincent Mottet

A graduate of the [Business Science Institute](#) ([Geneva cohort n° 1, 2013-2016](#)) and author of *Construire une agglomération transfrontalière. Méthode pour surmonter les contradictions normatives*, (*Building a cross-border district. A method to overcome normative contradictions*), éditions EMS, Business Science Institute Collection, 2016, 144 pages., [Vincent Mottet](#) was elected Mayor of the commune of Avully in Switzerland in the first round, on 15 March 2020, with 367 votes.



Avully

Résultats du maire

1
367
SUFFRAGES



MOTTET
Vincent
LISTE COMMUNALE

✓ élu

NEWS MEMBERS OF FACULTY

Catherine Léger-Jarniou

Emeritus professor at Paris-Dauphine University, Catherine Léger-Jarniou is Doctor of Management and qualified to supervise research.

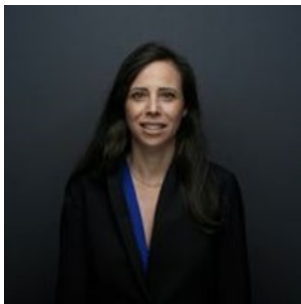
Founder of the Masters in Entrepreneurship and Innovative Projects at Paris-Dauphine University, she is also a Member of the Scientific Advisory Board of

the ETI Chair in Entrepreneurship, Regions & Innovation, and President of the Academy of Entrepreneurship and Innovation (*Académie de l'Entrepreneuriat & de l'Innovation*).

Professor Léger-Jarniou is a specialist in entrepreneurship and the author of numerous articles in academic reviews and reference books, including:

[*Réussir son étude de marché, les clefs d'un business model efficace*](#), (*Successful market research, the keys to an effective business plan*), Dunod, coll. Entrepreneurs, 5th edition, 2016; [*Construire son Business Plan*](#), (*Writing your business plan*), Dunod, coll. Entrepreneurs, 4th edition, 2017 and [*La boîte à outils de la création d'entreprise*](#), (*A tool box for starting up your business*), Dunod, edition 2020, co-authored with G. Kalousis.

In 2015, she was awarded the prize for the best management research publication (*le Prix du Meilleur Ouvrage de Recherche en sciences de gestion 2015*) for [*Le Grand Livre de l'Entrepreneuriat*](#), published in 2013 by éditions Dunod.



Madina Rival

Madina graduated from Sciences Po Paris and *Ecole Normale Supérieure* (ENS). She is full professor in Economics and Management at the Universities of the *Conservatoire National des Arts et Métiers* (CNAM).

A specialist in the field of public innovation management, she is the national director of courses covering the topic of public management, and since 2018 she has been in charge of the [Lirsa](#) interdisciplinary research laboratory at the [CNAM](#), whose members include 210 researchers.

She has written a number of international research articles exploring subjects including: lobbying, the design of public policies, and the various aspects of public management and innovation. Madina Rival currently supervises 5 doctoral theses on the above themes.

INTERVIEW OF THE MONTH



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Interview with professor [Michel Kalika](#) President of the [Business Science Institute](#).

Aline: Hello Pr. Kalika, we're currently going through an unprecedented health crisis that has led to confinement and the closure of numerous institutions throughout the world. What will the impact of this period be on higher education and research?

Michel Kalika: The scale and unexpected nature of the health crisis, which is likely to lead to an economic, financial and social crisis will undoubtedly have a wide-ranging impact on teaching and research. However, it is important to distinguish between these two aspects of education. In higher education, all the institutions and therefore all the professors had to switch to teaching online. Where previously certain colleagues continued to contest the pertinence of these tools, necessity and immediacy ended up by laying down the law. The requirements of the situation meant it was no longer possible to hesitate. The crisis will offer new professional learning opportunities, which will become a sort of capital for institutions.

Concerning research, this crisis will push us to revisit certain paradigms and encourage colleagues to think hard about the way they'll have to analyse the crisis and offer useful answers to managers, companies and Society. This crisis will probably also highlight the need for research that offers management and societal impact and perhaps contribute to revisiting research that offers only academic impact.

Aline: Do you think that the higher education sector will be able to adapt?

Michel Kalika : Higher education is adapting, and the institutions who succeed the best and most effectively (often because they already had in place online teaching and learning tools) will come out stronger after the crisis.

Aline: What about the Business Science Institute and the current cohorts?

Michel Kalika: Colleagues and companies tell me that the [Business Science Institute](#) was visionary in launching our online Executive DBA in French, and in English in partnership with [Skema Business School](#) and now in German.

We have a distributed organisation both for the professors and for the 10-strong part-time support team, which means we are flexible and able to adapt to the context. In fact, given that the coordination and management of our activities was already carried out remotely, we were able to adjust our operations quickly and smoothly:

- We switched all our face-to-face seminars to a remote format, without any hiccups.
- The site/track managers and thesis supervisors were asked to contact all the candidates to ensure they received close digital supervision.

However, as an academic entrepreneur I'm still rather unsettled by the current situation.

Aline: Are admissions for new cohorts still ongoing?

Michel Kalika: Yes of course. Whilst we've put back some start dates, we will be opening a new group taught in English in Paris at the end of June.

Aline: In this month's editorial, you talk about launching a research project on the health crisis. Could you tell us some more about this?

Michel Kalika: Ever since the creation of the [Business Science Institute](#), we've tried to insist on our Executive DBA students carrying out research that has impact. We've therefore asked them to describe the situation their organisation is in during the crisis. This information will give the Business Science Institute faculty members food for thought and inform their recommendations.

AWARD



2019 Management teaching innovation award

A prize awarded by CIDEGEF (The International Conference of Directors of French-speaking Higher Education & Research Institutions) together with the FNEGE and the AUF (Francophone University Agency), which crowns the work behind the "Responsible Projects" programme created by Professor [Michelle Bergadaà](#) in 2012.

CERTIFICATIONS



The jury for the certification of Management books published in 2019 (2020 Certification) met on 9 March last.



Joint research category

[*La gestion du changement en contextes et milieux organisationnels publics*](#), (*Change Management in Public Organisations*) co-edited by Bachir Mazouz and Stéphanie Gagnon, PU Québec.

[*Les grands courants en management stratégique*](#), (*Key trends in Strategic Management*), Edited by Sébastien Liarte, Editions EMS.

Book category

[*Aide-Mémoire : Entrepreneuriat*](#), (*An Aide-memoire for Entrepreneurship*), Christophe Schmitt, Editions Dunod.

[*Stratégie : le manuel du management stratégique \(11ème édition\)*](#), (*Strategy: the strategic management handbook*), (11ème édition), Jean-Pierre Helfer, Michel Kalika, Jacques Orsoni, Editions Vuibert.

COMMUNICATION

[Linked In](#)



The threshold of 1,000 members has been crossed by the [Business Science Institute's Linked In account](#)!

Advertising campaigns in [Le Figaro](#) and [Les Echos](#)

An advertisement for an "EXECUTIVE DOCTORATE IN BUSINESS ADMINISTRATION". At the top are logos for "BUSINESS SCIENCE INSTITUTE", "iaelyon SCHOOL OF MANAGEMENT", and "UNIVERSITÉ PARIS 1 JEAN MOULIN". The central image shows hands holding an open book over a keyboard. Below the image, it states "PARIS 25 June 2020 Admissions Now Open" and "Real-world thinking for practising senior managers, | supervised by expert academics."

PUBLICATIONS

[Bérangère Deschamps](#), [Marie-Christine Chalus-Sauvannet](#), « Cas d'une reprise inattendue : quand un enseignant reprend le garage de son père » (The case of an unexpected business takeover: when a teacher takes over their father's garage), In : [Transmission reprise d'entreprise. 11 études de cas](#), (*Business transfers and takeovers. 11 case studies*) Audrey Missonier et Catherine Thevenard-Puthod (eds), Editions EMS, 2020.

[Bérangère Deschamps](#), « Marie-Christine Oghly. Entrepreneure en série » (Marie-Christine Oghly. A serial entrepreneur), In : [Parcours de femmes](#)

[entrepreneurs en France. 12 récits de créatrices et repreneuses d'entreprises](#) (*Female entrepreneurs in France. 12 stories of business start-uppers and buyers*), Typhaine Lebegue, Stéphanie Chasserio, Sophie Gay Anger (eds) , Editions EMS, Collection : Regards sur la pratique, 2020.

Henri Savall, [Véronique Zardet](#), [Marc Bonnet](#), Laurent Cappeletti, "[Valoriser la recherche par l'expérimentation en entreprise. Cas du modèle de management socio-économique](#)" (*Promoting experimental research in companies. The case of the socio-economic management model*), [Revue Française de Gestion](#), vol. 45 n° 284, 2019.

VIDEOS



[Affaire Griveaux et réseaux sociaux : comprendre par les théories économiques](#) (*Understanding the Griveaux affair and social networks via economics theories*). Xerfi

Canal spoke to Professor [Jean-Philippe Denis](#), Chief Editor of the [Revue Française de Gestion \(RFG\)](#) and member of Faculty at the [Business Science Institute](#), to talk about the Griveaux affair.

UInterviewed by Mounia Van de Castelee.

[Comment mes rachats d'actions sont devenus une drogue dure... et un crime ?](#)

How my share buybacks became a hard drug... and a crime?). Xerfi Canal spoke to Professor [Jean-Philippe Denis](#), Chief Editor of the [Revue Française de Gestion \(RFG\)](#) and member of Faculty at the [Business Science Institute](#), to talk about share buybacks.



Interviewed by Adrien de Tricornot.

[Comment entreprendre dans l'université ?](#) (*What makes for successful entrepreneurship at the University?*)

Xerfi Canal interviewed [Michel Kalika](#), Emeritus professor at IAE Lyon School of Management and President of the Business Science Institute to talk about the reasons behind entrepreneurship at the University.



Interviewed by Adrien de Tricornot.

Cairn.info came about from the wish of four publishing houses (Belin, De Boeck, La Découverte and Erès) in charge of publishing and distributing reviews in the fields of the humanities and social sciences to work together to improve their presence on the Internet and to offer a solution to other actors wanting to develop

an electronic version of their publications, and their technical and commercial tools for this purpose.

Cairn.info offers private individuals the opportunity to access an increasing number of full-text online publications in French in the field of the Humanities and Social Sciences. Any internet user can get free access to the meta-data of various articles / chapters on this web portal as well as to their content pages, summaries, first lines or pages when any of these are made available.

For reviews, Cairn.info has opted for the so-called principal of the 'mobile barrier'. The full text of articles dating from 2 to 5 years ago (depending on the review in question) is also available in open-access format, whereas articles from more recent publications is generally made available in conditional access format (sale of journal editions or sale of individual articles, depending on the choice of each publication / editor).

<https://www.cairn.info>

SELECTIONS EN COURS

MAURITIUS



[Executive DBA Mauritius](#)

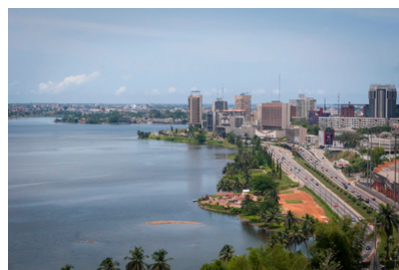
ABIDJAN

[Executive DBA Abidjan – Cohort n°1 \(2020-2023\)](#)



BAMAKO

[Executive DBA - Bamako - Cohort n° 2 \(2020-2023\)](#)



CASABLANCA

[Executive DBA - Casablanca - Cohort n°1 \(2020-2023\)](#)

[DOUALA](#)

[FRANCFORT](#)



[Executive DBA Francfort - Cohort n°2 \(2020-2023\)](#)

[PARIS](#)

[Executive DBA Paris - English - Cohort n° 1 \(2020-2023\)](#)



Contact us for further details:

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By telephone : +33 6 07 34 76 33

AGENDA

[DOUALA](#)

[Executive DBA Douala – Cohort n°3 \(2020-2023\)](#)

Seminar 1 : Introduction to DBA studies - 16-18 April 2020

Executive DBA Douala – [Cohort n°1 \(2018-2021\)](#) and
[Cohort n°2 \(2019-2022\)](#)

Follow-up seminar - 19 April 2020



MANAGEMENT RESEARCH NEWS



An Open Window on Management
(Fenêtres ouvertes sur la gestion)

[La lettre du 7 mars 2020](#) **Read the 7**

March 2020 edition (in French)

[La lettre du 14 mars 2020](#) **Read the 14 March 2020 edition (in French)**

[FNEGE](#)

Jérôme Caby has been nominated Director General of the [FNEGE](#).

EXECUTIVE DBA A DISTANCE (in French) & DIGITAL DBA (in English)



For all enquiries, please contact us: :

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 - +33 6 07 34 76 33 (Catherine)



The Business Science Institute would like to remind you of the essential health and safety tips:



Please look after yourselves!



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YouTube



Website



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Turn your Experience into Knowledge, and Share it

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